Pacific Southwest Regional Medical Library
Year 4 Objectives
May 1, 2004 – April 30, 2005

NN/LM Services for Region 7

Contract No. N01-LM-1-3517
UCLA Louise M. Darling Biomedical Library

A. Network Programs

1. Health Professional Access to Health Information Services (A1)

- Work closely with network libraries to ensure that basic information services are provided to all health professionals in the Region.

- Encourage Network members to regularly update their information on services to unaffiliated health professions in DOCLINE, so that this data can be displayed accurately in the NN/LM web service, Find a Library.

- Publicize the libraries that provide services to unaffiliated health professionals through articles in the regional newsletter and other print and electronic regional communication tools.

- Publicize the libraries that provide services to unaffiliated health professionals in outreach activities and provide referrals to libraries for unaffiliated health professionals who contact us via the 800 number or other means.

- Work with network member libraries to facilitate the adoption of new technology to enhance the delivery of information services to health professionals.

- Continue working with contacts made at public health agencies and health sciences libraries to increase collaboration, and to compile recommendations for meeting unmet needs.

2. Assessing the Needs of Health Science Libraries (A2)

- Initiate discussions with members of the Regional Advisory Committee and the Resource Library Directors.

- Use appropriate customer analysis tools, as needed, to assess information needs, both with network member libraries and potential partner organizations.

- Solicit feedback from members using the regional electronic discussion list.

- Attend the Joint Meeting of the MLA chapters in Arizona, California, and Nevada.

- Attend one local meeting of each of the MLA chapters in the region.

- Serve on appropriate MLA chapter committees to develop workshops and programs for regional librarians.

- Provide or sponsor educational programs and offer individual consultation to meet the needs of personnel at regional health science libraries.

- Purchase a set of MLA annual meeting tapes, videotapes, and electronic files as appropriate for circulation to regional librarians.

- Visit at least five Primary Access Libraries and two Resource Libraries in the Region.

- Offer three workshops on NLM electronic health information resources and three DOCLINE updates or refresher programs, through a combination of onsite training and distance education technologies.

3. *Managing the NN/LM Network Membership Program (A3)*

- Recruit new members from eligible libraries and organizations on an ongoing basis.

- Encourage public libraries and public health departments to join the NN/LM network.

- Send an information packet on NN/LM membership eligibility and conditions to potential new members.

- Inform new and continuing members about services available to them.

- Facilitate entry of DOCLINE institutional records for new NN/LM members.

- Send a reminder to all network members every six months about maintaining current, accurate and complete information in DOCLINE.

- Update email addresses as needed for members subscribed to the regional electronic discussion list.

- Provide feedback to NLM on DOCLINE institutional information issues that have been identified within the region.

- Promote opportunities for NN/LM member involvement in network and outreach programs via the regional web site, electronic discussion list, and newsletter.

- Summarize and communicate to the Region information on network member characteristics and activities with the NN/LM.

- Solicit feedback on regional and NLM programs from network members through regular communications mechanisms (web site, electronic discussion list, and newsletter) and through contacts at meetings, training sessions, and outreach activities.

4. *Implementing the Regional Document Delivery Plan (A4)*

- Continue implementation of the Regional Document Delivery Plan.

- Review and update as needed the regional document delivery policies and procedures maintained on the PSRML web site and publicize their availability.

- Participate in inter-regional development of interlibrary loan information and maintain links to interlibrary loan information on the NLM web site.

- Participate in testing new versions and features of DOCLINE (including serials holdings, institutional records, and Loansome Doc).

- Continue implementation of the Electronic Funds Transfer System (EFTS) in the Pacific Southwest Region.

- Identify issues, solicit regional feedback, and develop action plans to maintain and improve regional document delivery.

- Promote awareness of electronic document delivery and related issues through articles in the newsletter and postings on the regional electronic discussion list.

5. *Resource Libraries (A5)*

- Organize and conduct one Resource Library Directors Meeting.

- Enter as appropriate into subcontracts with interested Resource Libraries to provide targeted outreach programs to health professionals or health information consumers or to provide special expertise that contributes to improving regional or national programs.

6. *Channels for Effective Communication (A6)*

- Publish and distribute an electronic newsletter at least four times per year.

- Maintain a regional electronic discussion list and broadcast timely news items for network members.

- Develop and maintain a regional web site as an integral component of the NN/LM web site.

- Produce fact sheets, articles, FAQs, etc.

- Participate in teleconferences with NLM and the other RMLs.

- Develop working relationships with other networks and relevant organizations.

- Inform NLM about regional, state, and local activities of health professionals and health science libraries, networks, and other organizations as they relate to the programs of the NN/LM, NLM, and the national information infrastructure.

- Increase use of distance communications technologies, such as video- and web-based conferencing and education.

- Attend RML Directors Meetings, as convened by NLM.

- Communicate with the graduate library education programs in the region and encourage students to consider specializing in health sciences librarianship; recruit graduate student interns to work with PSRML and consult with network librarians interested in hosting internships.

7. Regional Advisory Committee (A7)

- Collaborate with RAC members on program planning and evaluation, with special focus in the areas of outreach to public libraries and to public health departments.

- Send out messages to RAC members for discussion and suggestions about regional programs and services.

- Hold a meeting of the RAC membership at UCLA to assist PSRML in developing and enhancing its programs and services, and to conduct an evaluation of RML programs.

- Forward feedback and information received from the RAC to NLM in appropriate PSRML reports.

- Evaluate the working relationship between the RAC and PSRML and assess whether any additional or alternate committee members should be invited to participate.

8. Monitoring and Evaluating Regional Programs (A8)

- Consult with the NN/LM Outreach Evaluation Resource Center (OERC) and utilize the Guide to Planning, Evaluating, and Improving Health Information Outreach in monitoring and evaluating regional programs; promote these resources as well to network members conducting health information outreach projects.

- Collaborate with the National Outreach Mapping Center (NOMC) on the continued development of data capture tools and systems.

- Utilize outreach activity mapping data to assess past programs and plan effectively for future outreach efforts.

- Visit at least two Resource Libraries and five Primary Access Libraries in the Region.

- Attend the regional meetings of the MLA chapters representing Arizona, California, Nevada, Hawaii, and Pacific Basin librarians and provide updates on PSRML activities.

- Utilize the regional electronic discussion list and the electronic newsletter to discuss regional programs and services and to gain feedback.

- Analyze DOCLINE statistical reports on a regular basis.

- Communicate with members of working groups formed on regional resource issues.

- Coordinate with the NN/LM OERC, the NOMC, the national task forces on evaluation of outreach to public libraries and public health departments, and the RAC to implement regional evaluation processes consistent with the national NN/LM evaluation plans.

- Conduct follow-up evaluation study of health sciences libraries and the impact of PSRML programs.

9. *Feedback from Users for Improving Health Professional and Consumer Access to Information (A9)*

- Initiate discussions with members of the Regional Advisory Committee and the Resource Library Directors.

- Hold focus groups of health professionals, information intermediaries, and/or the public; hold specialized meetings as needed to assess information needs and uses.

- Broadcast discussion items on the regional listserv, as appropriate, to gather feedback from network members.

- Attend national and regional meetings of health professionals and health-related organizations and visit regional institutions and organizations to gather feedback on health professional and consumer health information needs, wants, and uses.

- Forward feedback from users to NLM on an ongoing basis.

- Review the Regional Service Plan goals and objectives and incorporate feedback into program planning and implementation.

- Identify CDC funded Health Alert Networks and DHHS Regional Health Administrators in Arizona, California, Hawaii, Nevada, and the U.S.-Associated pacific Basin in order to explore opportunities for working with them.

10. Training Facility (A10)

- Assess hardware and make necessary upgrades.

- Evaluate software and purchase additional programs, as needed.

- Insure that all equipment and the supporting network infrastructure is operating effectively.

11. Assessment and Testing of NLM and NN/LM Products and Services (A11)

- Assist with the development of NLM and NN/LM web-based resources, such as the outreach mapping and reporting systems, and other collaborative initiatives, such as the Partners in Information Access for the Public Health Workforce.

- Participate in testing new products and services and provide feedback, as requested by NLM.

- Forward feedback on NLM products and services from network members and other regional constituents to NLM.

- Ask health professionals, members of the public, and health information providers we meet at exhibits and other gatherings about how they use NLM and NN/LM health information products and services and how well these meet their needs; forward feedback to NLM.

- Participate in the Internet Performance Activity Project to be conducted by NLM.

12. Promoting NLM-Sponsored Grants (A12)

- Increase awareness of grant opportunities available through NLM via the regional listserv, web site, and electronic newsletter.

- Inform network members of NLM grant opportunities that are available on a periodic basis throughout the year, with special emphasis on the Internet Access to Digital Libraries (IADL) and Information System Resource Grants.

- Identify and make readily available existing resources of assistance to grant writers.

- Encourage network members to apply for grants, provide assistance in proposal development, provide feedback on draft proposals, and facilitate training in grant writing.

- Identify and work with potential applicants and potential grant partners in the region.

13. Following Up on NLM Funded Grants (A13)

- Contact selected recipients of grants funded through NLM's extramural programs to offer assistance and provide them with information on NN/LM programs and services as appropriate.

- Encourage sharing of project developments and outcomes by grant recipients in publications and at professional meetings.

- Obtain feedback from grant recipients on ways in which PSRML can provide assistance with grant-funded projects.

- Publicize grant-funded projects in the region.

B. Outreach Programs

1. Outreach to Health Professionals (B1)

- Continue ongoing implementation efforts in the Pacific Southwest Region contributing to the national plan for NN/LM outreach to public health departments, including 1) increasing links to NLM resources on public health agency and association web sites, 2) improving skills in use of NLM resources by public health professionals, and 3) increasing relationships and collaboration between public health agencies and health sciences libraries

- Follow up on outreach referrals and requests to promote awareness of access to basic information services to support access to electronic health information resources.

- Highlight awarded outreach projects on the regional web site and in the newsletter.

- Conduct outreach, including demonstrating or providing training on PubMed, MEDLINEplus, and health information resources at two minority institutions.

- Present at least two sessions covering electronic health information resources for public health professionals.

- Coordinate record-keeping and publicize the guidelines for network librarians to award continuing medical education credits to physicians attending approved classes, such as Introduction to PubMed; encourage and provide support for network librarians teaching these classes.

- Solicit ongoing applications and fund four Express Outreach Subcontract Awards for up to $6,000 each.

- Administer awards made to network members for major Outreach Subcontracts.

- Select and work with at least one inner city organization to provide training in electronic health information access and other support as needed.

- Administer awards made to network members for NN/LM Electronic Access to Health Information Projects.

- Submit suggestions for new links to be added to the phpartners.org website on a quarterly basis.

- Participate in Web-STOC activities.

2. *Consumer Health Information (CHI) Services (B2)*

- Implement in the Pacific Southwest Region the national plan for NN/LM outreach to public libraries, including 1) increasing the links to MEDLINEplus on web sites of public libraries within the region, 2) determining how public librarians receive continuing education and assessing the need for and planning health information training, 3) fostering relationships between public libraries and community health information partners, and 4) increasing the number of public library NN/LM members.

- Promote public awareness of MEDLINEplus, ClinicalTrials.gov, and other electronic health information resources for consumers through articles, listserv messages, and mailings to public libraries and related agencies and associations.

- Give a minimum of five presentations, demonstrations, and training workshops to health and information intermediaries (including public librarians) at conferences, meetings, exhibits, etc. throughout the region.

- Provide information and demonstrations directly to the public at fairs, marathons, or other large public gatherings.

- Hold two regional meetings of consumer health librarians as needed, either in-person meetings or using distance communications technologies such as video- or web-based conferencing.

- Contact various regional organizations, offering information and consultation on CHI access.

- Collaborate with the NN/LM Multilingual Materials Working Group to identify and publicize the availability of multilingual, multicultural health information resources.

- Offer subcontracts for funding regional outreach activities to the public (two $6,000 awards).

- Focus on public access to resources and training that enhance health literacy and health information literacy, and that are sensitive to multilingual and multicultural needs.

- Assist NLM in identifying regional information resources and contacts for expansion of MEDLINEplus "Go Local" program.

- Administer awards to be made to network members for NN/LM Electronic Access to Health Information Projects.

- Participate in Web-STOC activities.

3. *Training for Electronic Access to Health Information (B3)*

- Conduct a minimum of five training sessions, presentations, and/or demonstrations for health professionals in the effective use of electronic health information resources (see also B1).

- Conduct a minimum of five training sessions, presentations, and/or demonstrations on the effective use of electronic health information resources for public librarians and other information intermediaries who do not have access to such training, or who intend to train others (see also B2).

- Utilize pre- and post-testing to evaluate effectiveness of training.

- Participate in inter-regional and national development of web-based and general instructional materials to support training in effective use of electronic health information resources.

- Mount instructional materials developed to support effective use of electronic health information resources on the NN/LM web site; add and update records on available courses to the National Training Center and Clearinghouse (NTCC) database.

- Report data to NLM on PSRML demonstrations and training courses on PubMed, MEDLINEplus and other NLM resources.

- Work with NLM and the NOMC on procedures and systems for collecting outreach data.

- Coordinate and submit information on training classes to the NTCC.

4. *Exhibits and Presentations at Meetings (B4)*

- Provide full support for eleven exhibits at meetings (six national and five regional).

- Enlist the assistance of Resource Libraries and Primary Access Libraries in exhibiting at national, state and regional meetings.

- Monitor meeting information sources, enter suggestions to NLM for future meetings in the Exhibit Database, and establish the regional exhibit and presentation schedule in consultation with NLM.

- Seek opportunities for program presentations at meetings where we are exhibiting.

- Attend state library association meetings and regional health professional meetings to present information and promote NLM and NN/LM programs and services.

- Develop appropriate displays, handouts, and promotional materials to be used at exhibits.

- Develop presentations, as needed, introducing the use of new technologies to obtain biomedical information and highlighting NLM products and services.

- Evaluate the effectiveness of the exhibits and presentations program with quantitative and qualitative measures.

5. *Technology Awareness and Integration (B5)*

- Continue to increase links to NLM resources on public health agency, public health association, and public library web sites by following up on promotional efforts made in Year 3, which resulted in two state public health associations adding a link to the "Partners" web page on their web sites.

- Sponsor up to three technology forums or fairs to be conducted by a Resource Library, under subcontract to PSRML.

- Gather information on information technology needs from health professionals and consumers and from the librarians who provide information services to them.

- Sponsor training or other support, as needed, to promote awareness and integration of technologies that improve access to biomedical information.

- Monitor current advances and trends in information technology that may lead to improved access to biomedical information.

- Expand PSRML staff technology awareness.

- Coordinate training and service coverage of network librarians providing medical digital reference services for health-related questions as backup to public librarians offering this new service to their clientele.

- Participate in Web-STOC activities.

6. *Library Improvement (B6)*

- Communicate with staff at key institutions in the Pacific Basin to determine readiness for a library improvement program.

- Explore the possibility of creating a professional development program through which participating staff visit other network members through a formalized mentoring program.

7. *Connections (B7)*

- Survey network members and affiliates regarding the status and level of connectivity in their libraries.

- Survey network members regarding their ability to transmit and receive articles electronically.

- Review the adequacy of the Internet connections of Primary Access Libraries and report the results to the region and to NLM.

- Provide support for up to five network members to upgrade their level of connectivity.

- Reassess the need for the Internet Connectivity Support Program (ICSP), review criteria for the "underconnectivity" aspect of the program, and incorporate revisions to the ICSP approach and methods as needed.